



CONCEPT PLAN REVIEW: PORTHOLE ALLEY REDEVELOPMENT (Project #22-009)

SUMMARY REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT
 Colleen Willger, Director
 Judy Johnson, Assistant Director

PROPERTY ADDRESS 128-144 East Franklin Street, 100 Porthole Alley	MEETING DATE May 18, 2022	APPLICANT University of North Carolina at Chapel Hill
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STAFF RECOMMENDATION
 That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.

PROCESS

- The Council has the opportunity tonight to hear the applicant’s presentation, receive comments from the Community Design Commission and Town Urban Designer, hear public comments, and offer suggestions to the applicant.
- Because this review is a Concept Plan submittal, statements by individual Council members tonight do not represent an official position or commitment on the part of a Council member with respect to the position he or she may take when and if the Council considers a formal application.
- The Community Design Commission reviewed the concept plan for this site on April 26, 2022.

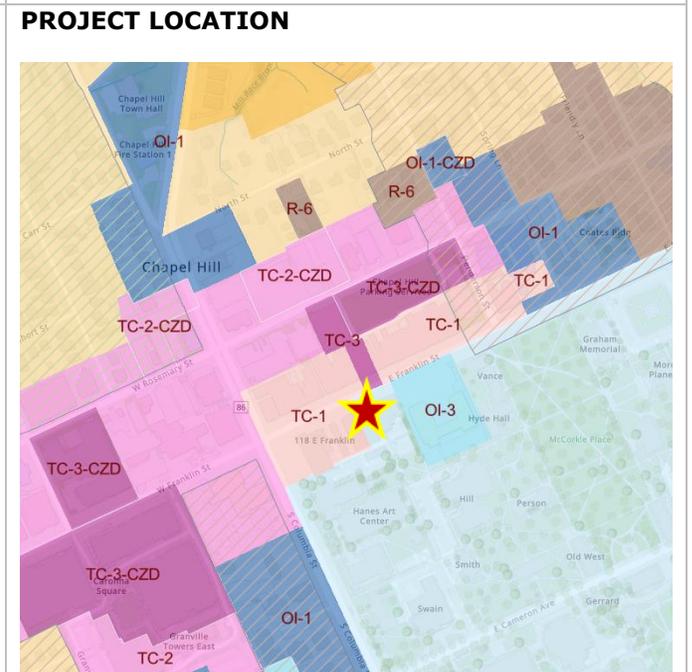
DECISION POINTS

- A Special Use Permit (SUP) or Conditional Zoning review is typically required for the formal application. Alternatively, the applicant could request a Development Agreement.
- The applicant has been advised to discuss their preferred process with Council tonight.

PROJECT OVERVIEW

The approximately 1.1-acre site consists of 8 parcels situated on the south side of East Franklin Street to the east of Columbia Street. The site is currently zoned Town Center-1 and Office/Institutional-4 (OI-4) and a portion of the site is currently part of the UNC Development Plan.

The applicant describes the proposal as to create a gateway to campus, strengthen physical connection between downtown and campus, while enhancing vibrancy and downtown economic development. The applicant has guiding principles for the redevelopment to maintain ground floor retail presence and respect the scale of the 100 block of East Franklin Street while enhancing the pedestrian corridor, Porthole Alley, connecting East Franklin Street to Cameron Avenue.



ATTACHMENTS

1. Long Range Plans Evaluation and Concept Plan Report
2. Draft Staff Presentation
3. Resolution
4. Community Design Commission Recommendations
5. Urban Designer Recommendation
6. Applicant Materials



LONG-RANGE PLANS EVALUATION

128-144 East Franklin Street

The following report provides an evaluation by Planning Staff of the Concept Plan site, based on long-range planning considerations.

PROPERTY ADDRESS 128-144 East Franklin Street, 100 Porthole Alley	APPLICANT University of North Carolina at Chapel Hill	CURRENT ZONING DISTRICT OI-4 and TC-1
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EXISTING LAND USE Commercial	PROPOSED LAND USE Commercial/Institutional
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SURROUNDING PROPERTIES – EXISTING LAND USES
Commercial/Institutional (North, East & West), Institutional (South)

FUTURE LAND USE MAP (FLUM) FOCUS AREA Outside of the Downtown Focus Area	FLUM SUB-AREA
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OTHER APPLICABLE ADOPTED PLANS	
<input checked="" type="checkbox"/> Mobility and Connectivity Plan	<input checked="" type="checkbox"/> Cultural Arts Plan
<input checked="" type="checkbox"/> Parks Comprehensive Plan	<input checked="" type="checkbox"/> Stormwater Management Master Plan
<input type="checkbox"/> Greenways Master Plan	<input type="checkbox"/> West Rosemary Street Development Guide
<input type="checkbox"/> Chapel Hill Bike Plan	<input type="checkbox"/> Central West Small Area Plan

SUMMARY OF PLAN CONSIDERATIONS AFFECTING UNC PORTHOLE ALLEY SITE
Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of Porthole Alley site is marked with the  symbol.

Future Land Use Map (FLUM)

The Future Land Use Map was adopted on December 9, 2020.

- The site is located adjacent to, but not in the Downtown Future Focus Area.
- Considerations to be given to public entrances, vibrant pedestrian zones, provide opportunities for public art, wide pedestrian zones

Mobility and Connectivity Plan

- The site is located near the intersection of Franklin and Columbia Street where a future Bus Rapid Transit (BRT) stop is proposed
- Proposed protected bike lanes are also noted for the Franklin Street frontage.
- Future *Bus Rapid Transit stations* are located at site frontage. The applicant should **coordinate with Chapel Hill Transit** for the latest information on BRT design, station locations and any potential connections.

Parks Comprehensive Plan

- The site falls in the Neighborhood Park Service Radius of Community Center Park.
- No additional Neighborhood Parks or Community Parks are proposed in this area.

Greenways Master Plan

- There are no proposed greenway facilities impacting this site.

Chapel Hill Bike Plan

- Mapping of future bike facilities in the Bike Plan is superseded by the Mobility and Connectivity Plan. The Bike Plan provides some additional detail on facility design.

Cultural Arts Plan

- The Cultural Arts Plan identifies locations that are opportunities for integrating public art. The Franklin Street frontage and Franklin/Columbia intersections are noted in this area.
- The applicant should **coordinate with Chapel Hill Community Arts & Culture** for more information on appropriate landscape and artistic treatments in this corridor.

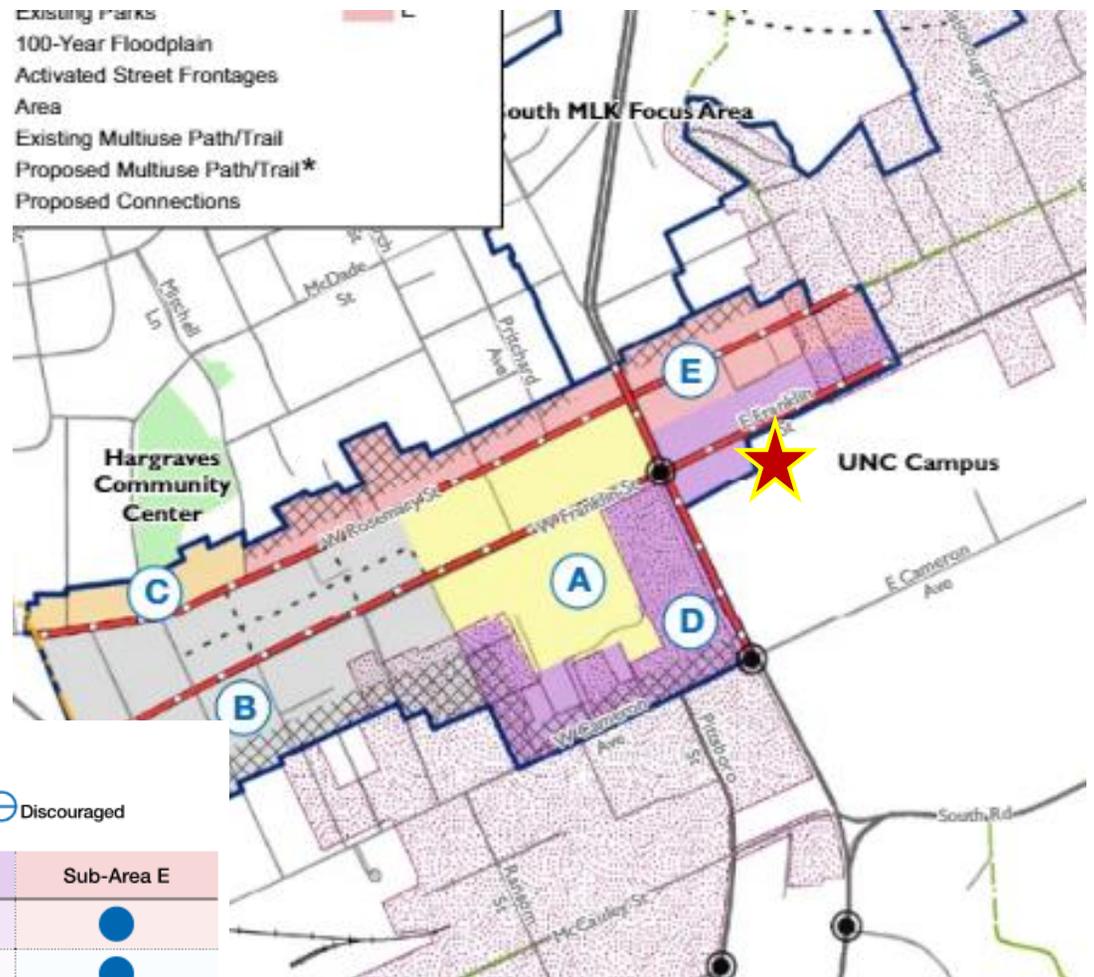
Stormwater Management Master Plan

- The site is located in the Middle Bolin Creek Subwatershed (BL4). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

CONCEPT PLAN REPORT

Porthole Alley

Future Land Use Map (Excerpt)



Character Types and Height in 2050: Downtown

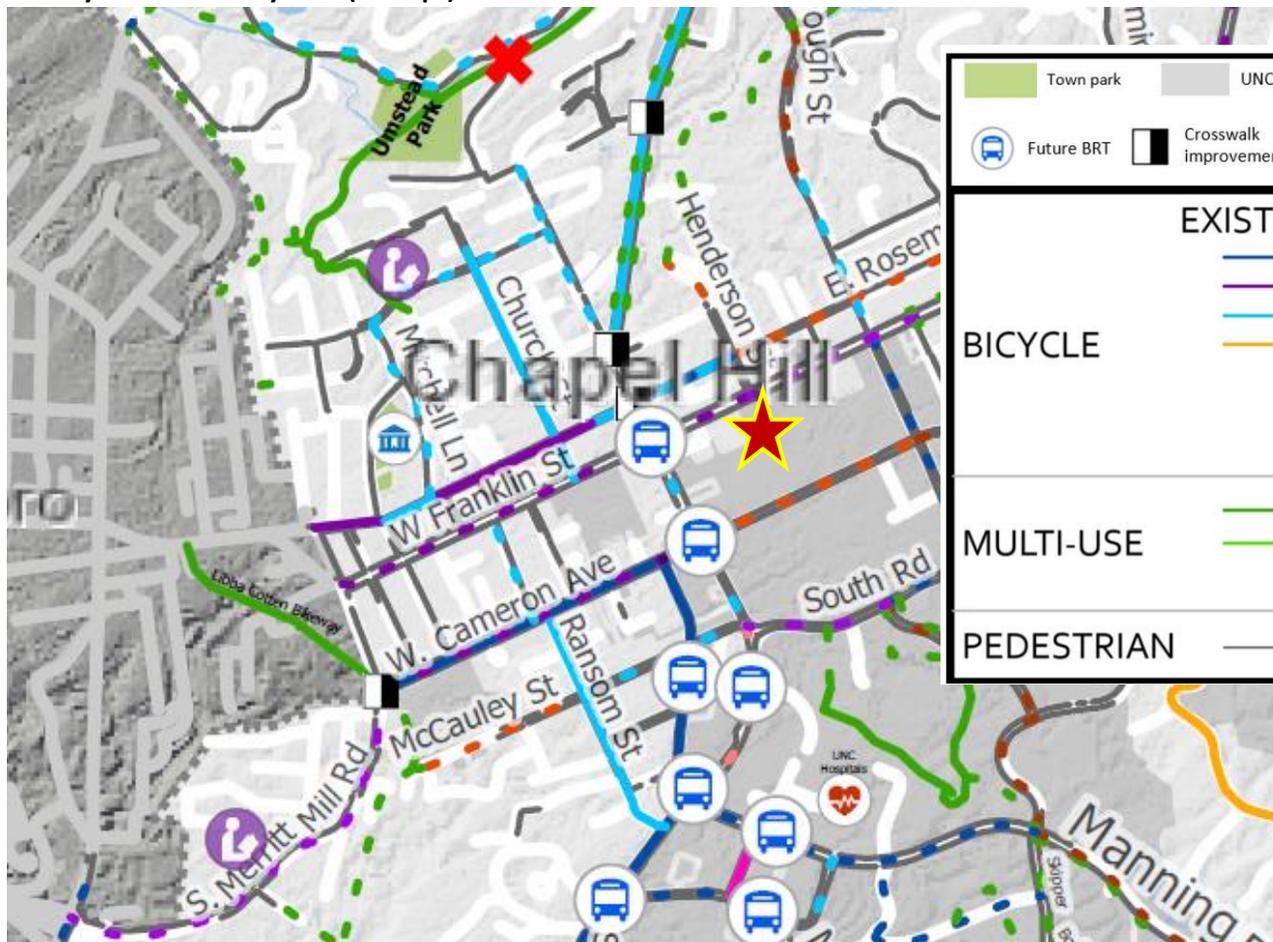
● Primary (predominant land uses)
 ● Secondary (appropriate, but not predominant)
 ⊖ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C	Sub-Area D	Sub-Area E
Multifamily, Shops & Offices	●	●	●	●	●
Multifamily Residential	⊙	⊙	●	⊙	●
Commercial/Office	●	●	⊙	●	●
Parks and Green/Gathering Spaces	●	●	●	●	●
Townhouses & Residences	⊖	⊖	⊖	⊙	⊖
Institutional/University/Civic	⊙	⊙	⊙	⊙	⊙

CONCEPT PLAN REPORT

Porthole Alley

Mobility & Connectivity Plan (Excerpt)

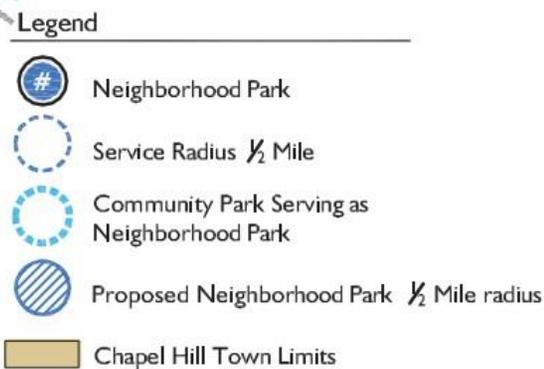
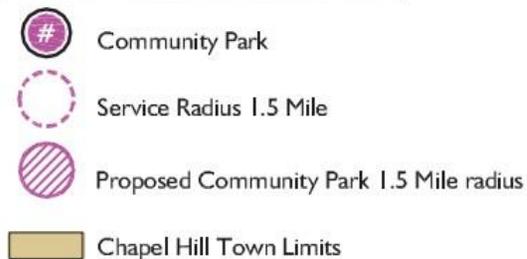
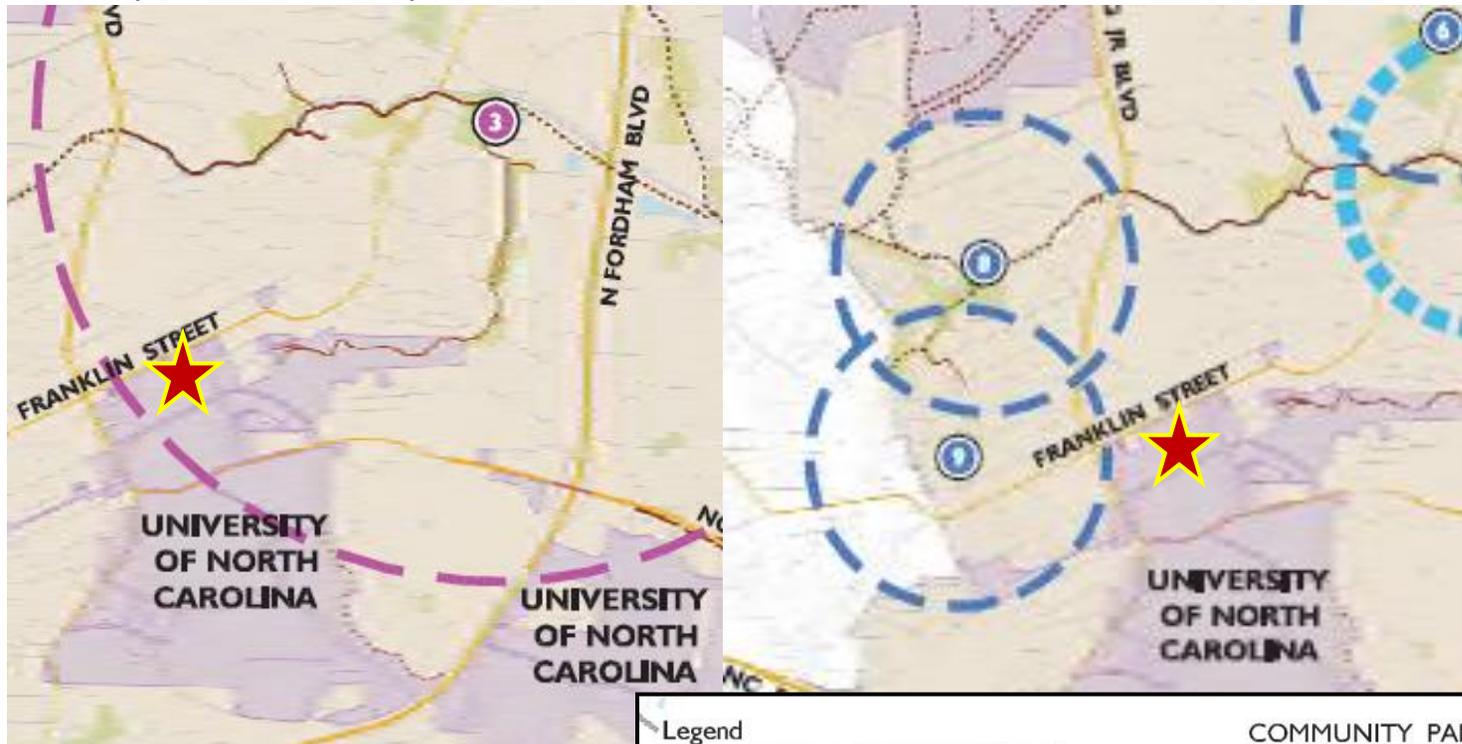


		EXISTING	PROPOSED
		Town park	UNC campus
		Major development	Other park
		Future BRT	Crosswalk improvement
		Existing underpass	Proposed underpass/overpass
BICYCLE		Bike Lane	
		Buffered/Protected Bike Lane	
		Sharrows	
		Signed Bike Route	
		On-Street Greenway Connector	
		Cycle Track	
MULTI-USE		Multi-Use Path/Greenway	
		Unpaved Greenway	
		ADA Trail	
PEDESTRIAN	Sidewalk		

CONCEPT PLAN REPORT

Porthole Alley

Parks Comprehensive Plan (Excerpt)



COMMUNITY PARK FACILITIES (Community Park Serving as Neighborhood Park)

- 1 HOMESTEAD PARK
- 2 CEDAR FALLS PARK
- 3 COMMUNITY CENTER PARK
- 4 SOUTHERN COMMUNITY PARK

NEIGHBORHOOD PARK FACILITIES

- 5 NORTH FOREST HILLS PARK
- 6 PRITCHARD PARK
- 7 EPHEBUS PARK
- 8 UMSTEAD PARK
- 9 HARGRAVES PARK
- 10 OAKWOOD PARK
- 11 MEADOWMONT PARK

Exhibit 3-PNP
Proposed

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Cultural Arts Plan (Excerpt)



Stormwater Management Master Plan (Excerpt)

